

LATINO VOTERS AND THE 2016 ELECTION

**AMERICA'S
VOICE**

Sylvia Manzano, PhD
Principal
Latino Decisions

Overview



- Latino vote will approach 12.5 million in 2016
- What effect will positioning on immigration issues have on 2016 presidential contenders
- 1st of three AV/LD studies (July, October) on Latino voters in 2016. Check back soon.....

The Research

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**AMERICA'S
VOICE**

Implemented
by Latino
Decisions

- N= 2,200 Latino registered voters
- Nationally representative of registered Latino electorate
- Conducted April 3-13, 2016
- Landline, cell and online blended sample
- Margin of error is +/- 2.1%
- Interview in Spanish or English at subject's discretion

The Research

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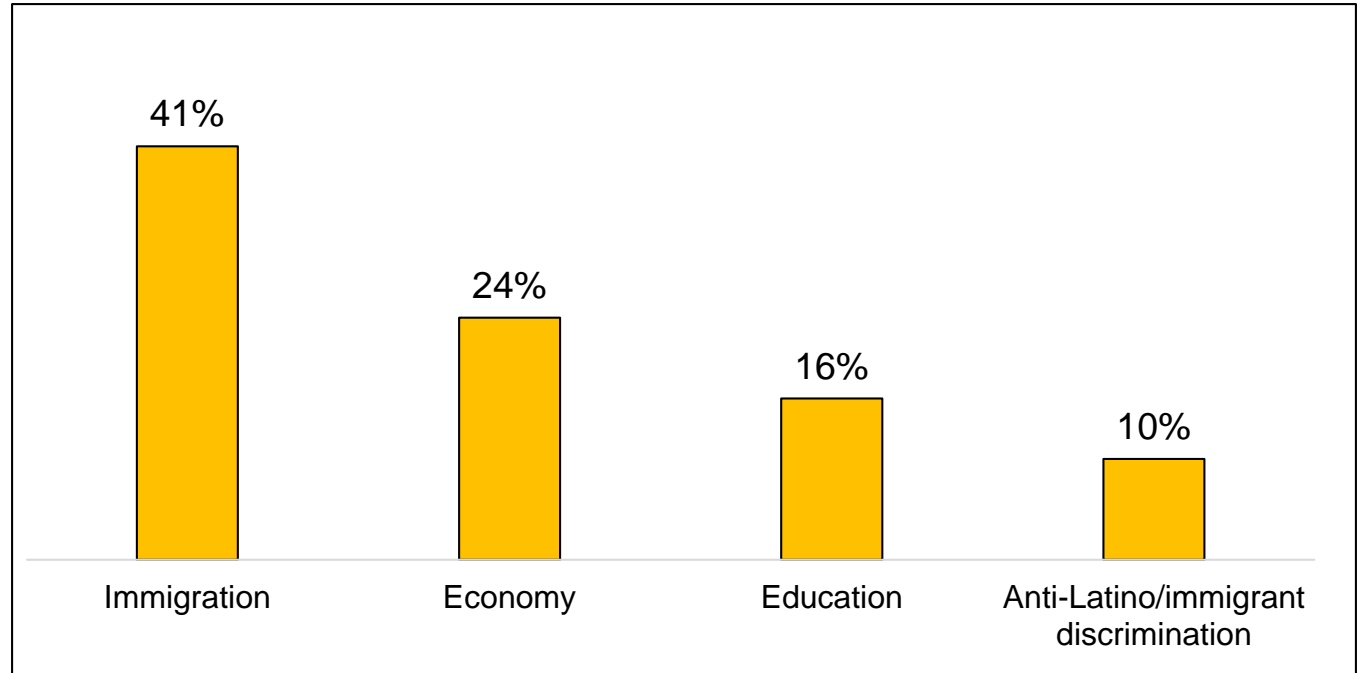
**AMERICA'S
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Decisions

Disclosure note: In August 2015, Matt Barreto and Gary Segura of Latino Decisions were hired as consultants to the Hillary Clinton presidential campaign. This study was not coordinated, sponsored, or otherwise endorsed by any campaign, party, or political organization. This poll was directed by Dr. Sylvia Manzano, Principal at Latino Decisions

Most Important Issue Facing Latino Community: Immigration

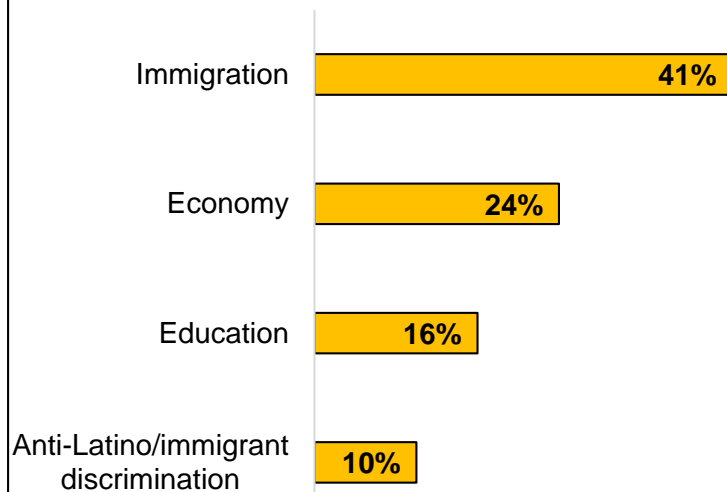
What are the most important issues facing the Latino community that you think Congress and the President should address?



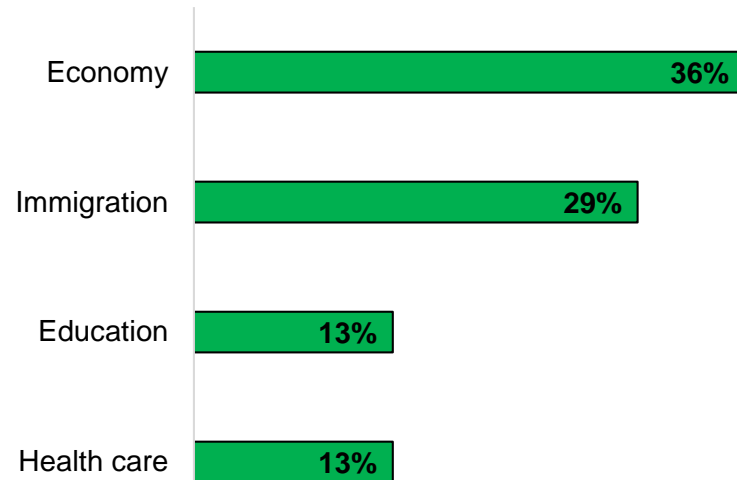
Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Immigration Remains High Priority

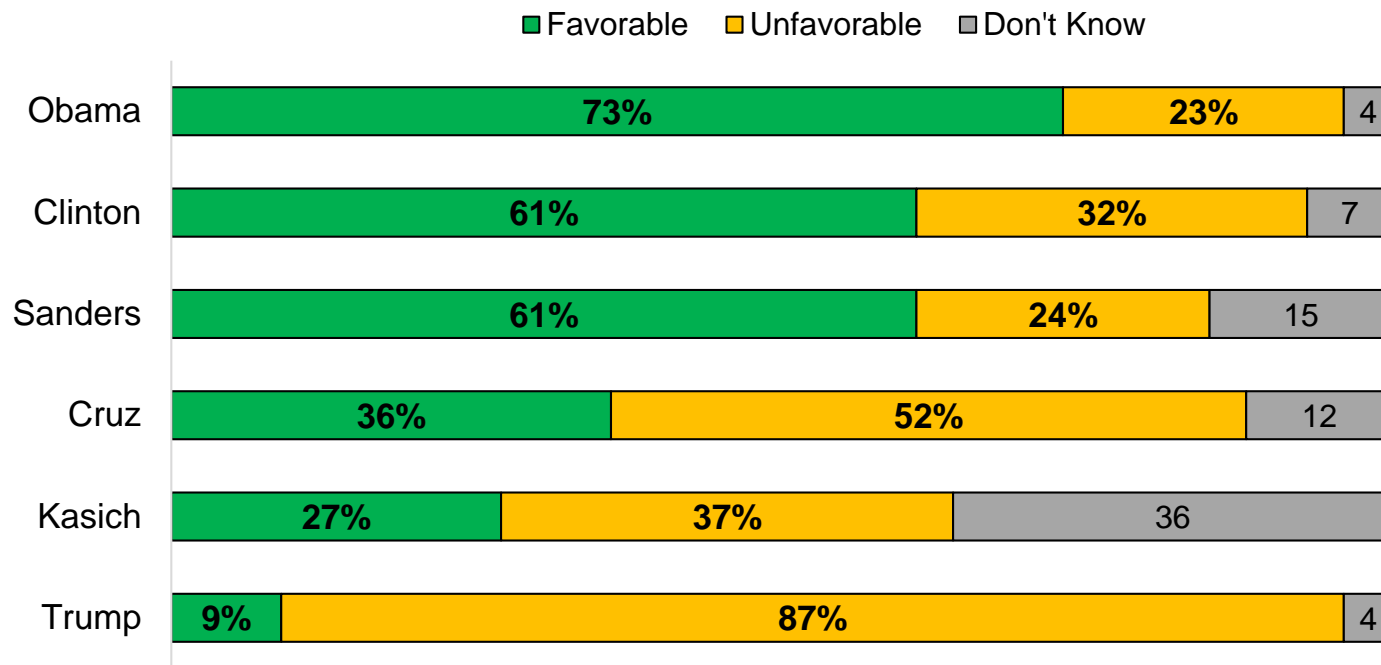
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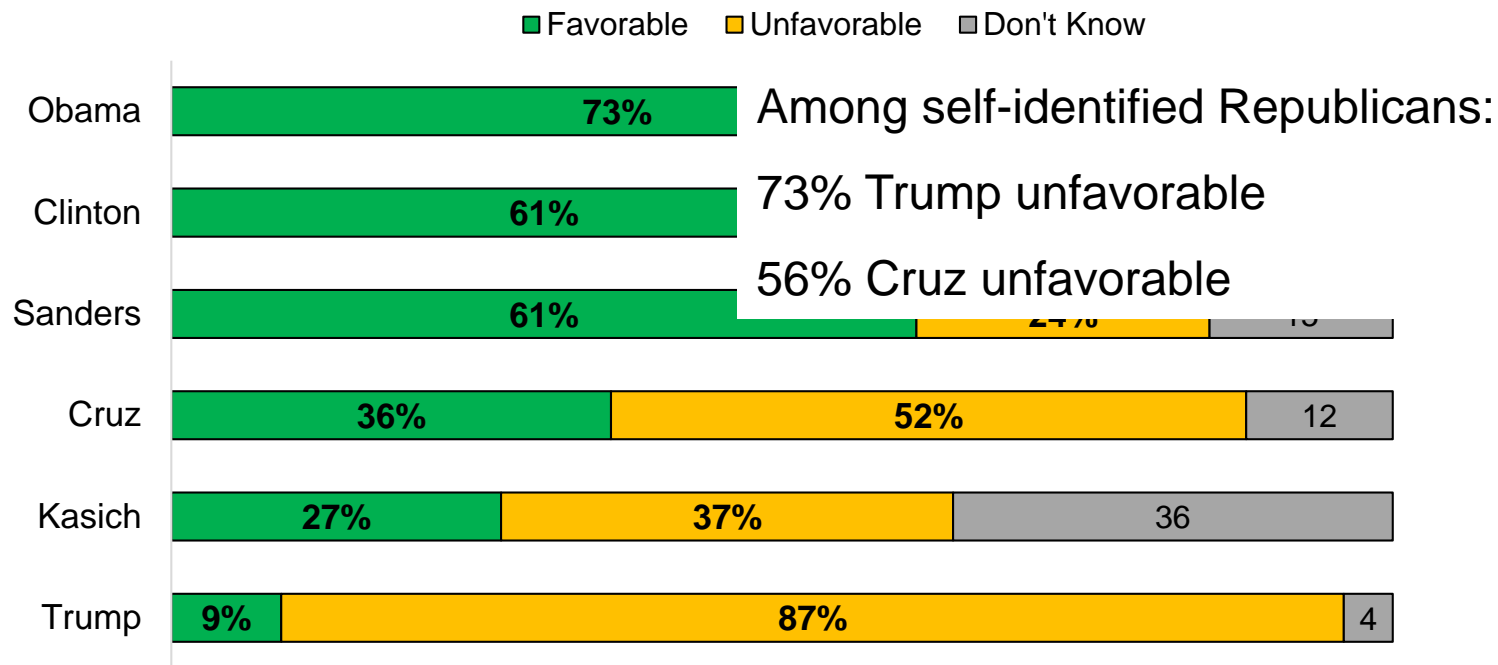


Favorability Indicators



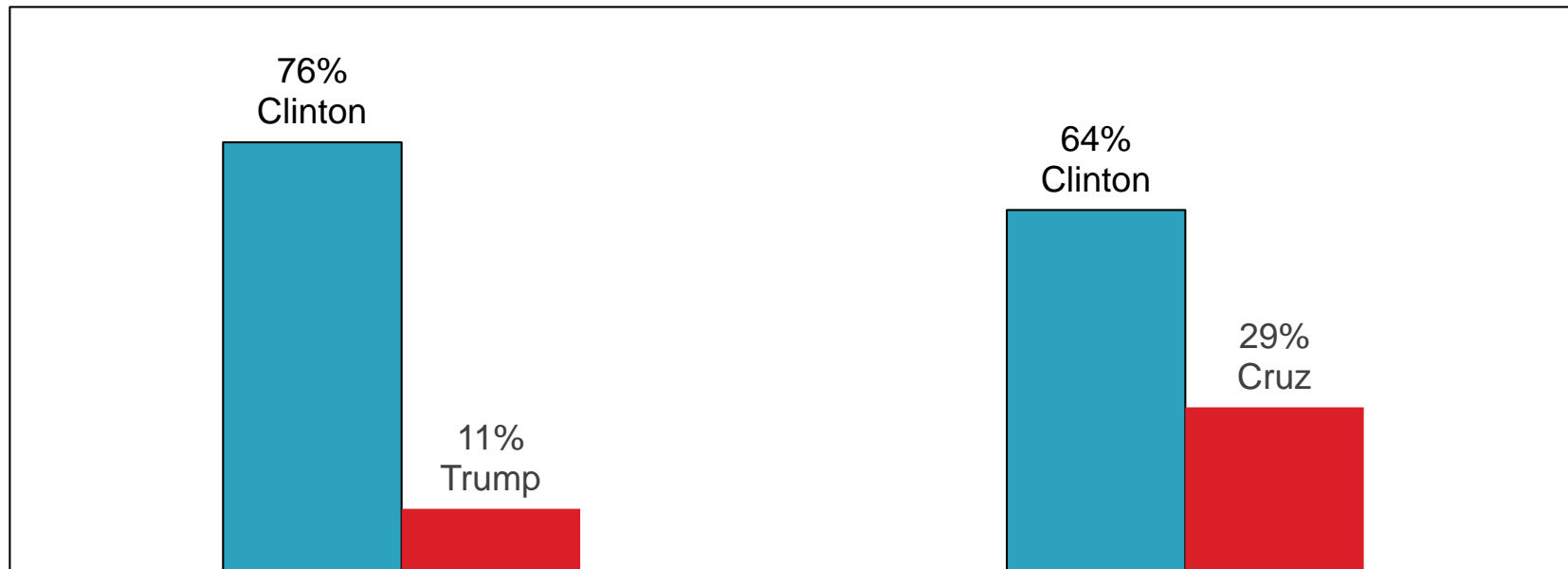
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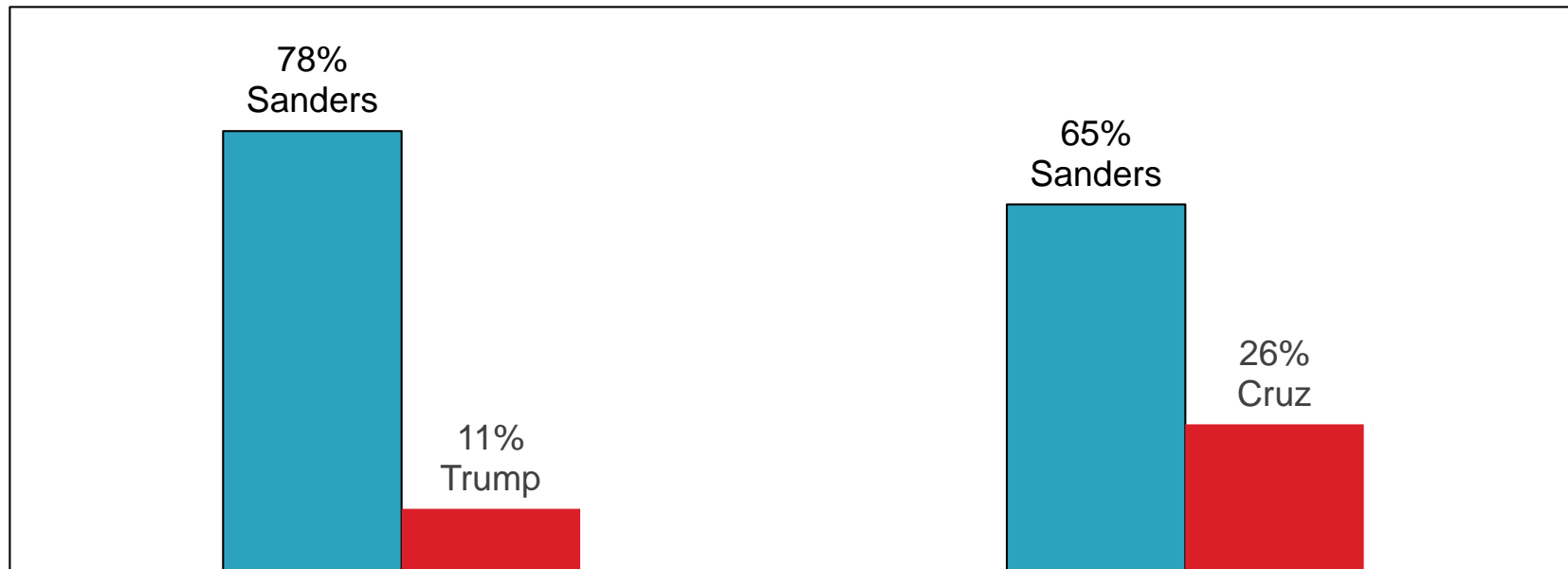
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Clinton Match-Ups



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Sanders Match-Ups



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Perceptions of Party: Interest in Latino Community

Which statement
do you agree with
most: The
Republican/
Democratic Party:

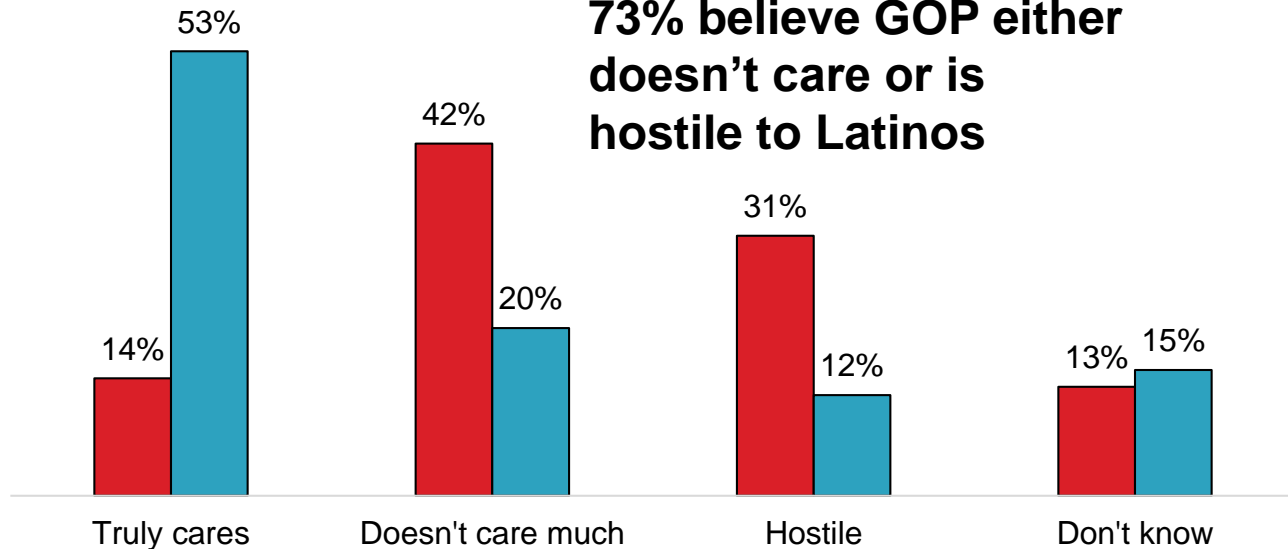
Truly cares about
the Latino
community

Doesn't care too
much about
Latinos

Is sometimes
hostile to the
Latino community

■ Republican Party ■ Democratic Party

**73% believe GOP either
doesn't care or is
hostile to Latinos**



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

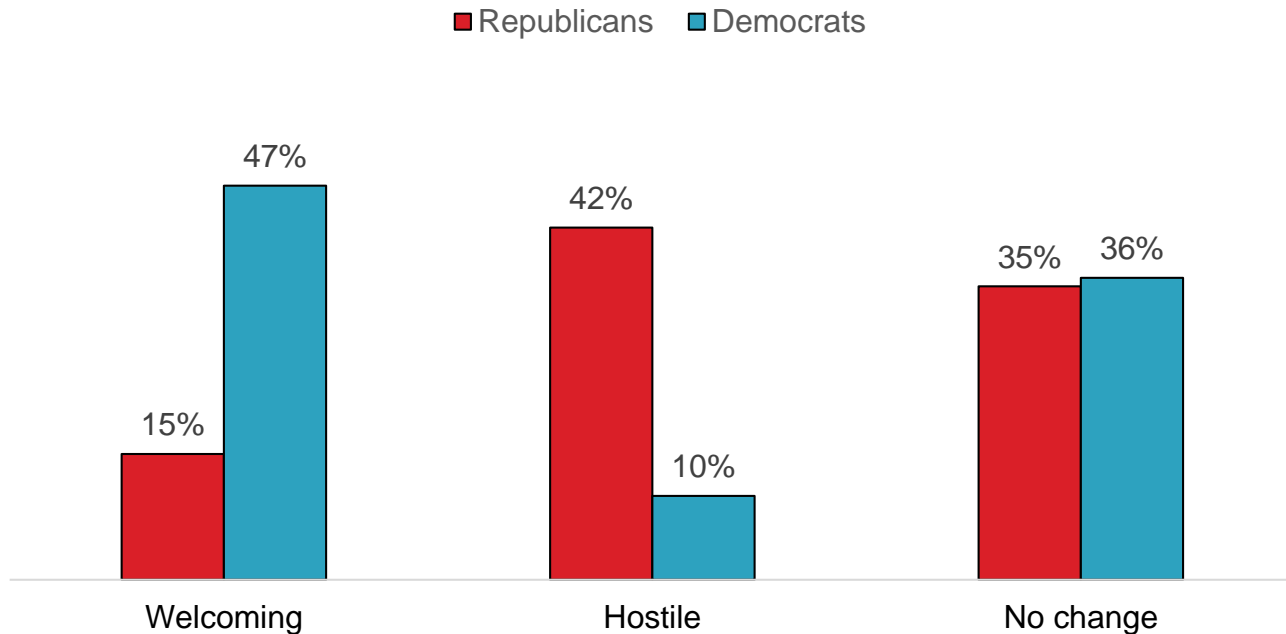
Perceptions of Party: Increasing Welcome or Hostility

In recent years,
do you think the
Republican/
Democratic
party has
become:

More welcoming
to Latinos,

More hostile to
Latinos,

Or hasn't really
changed



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

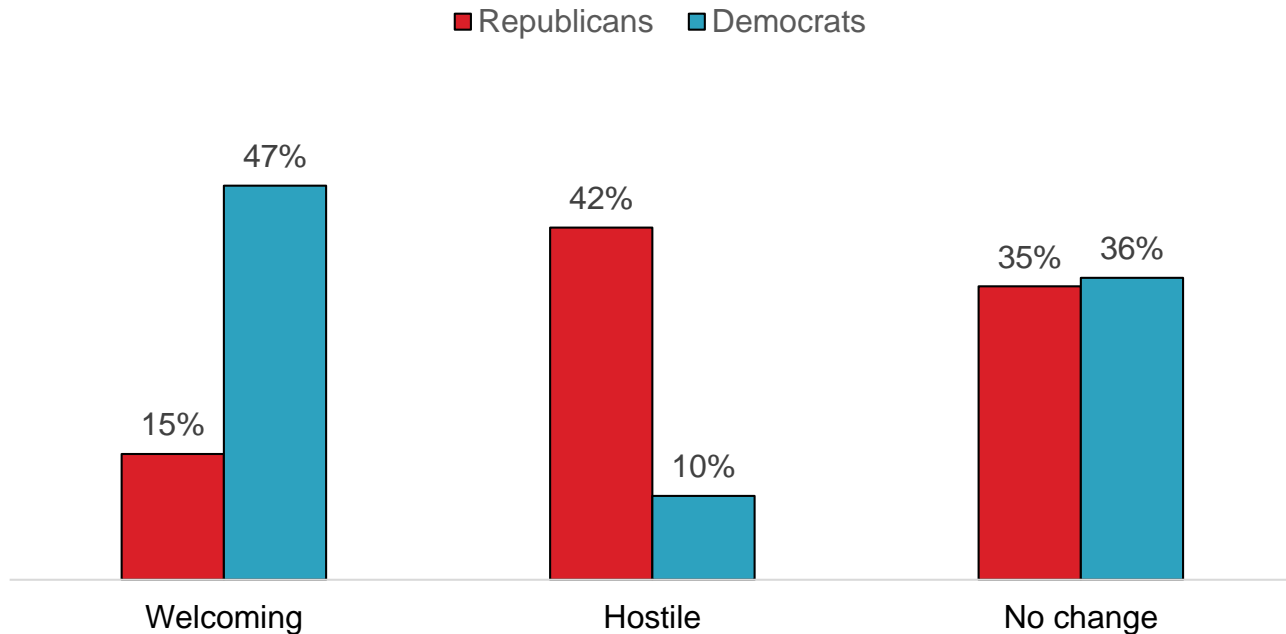
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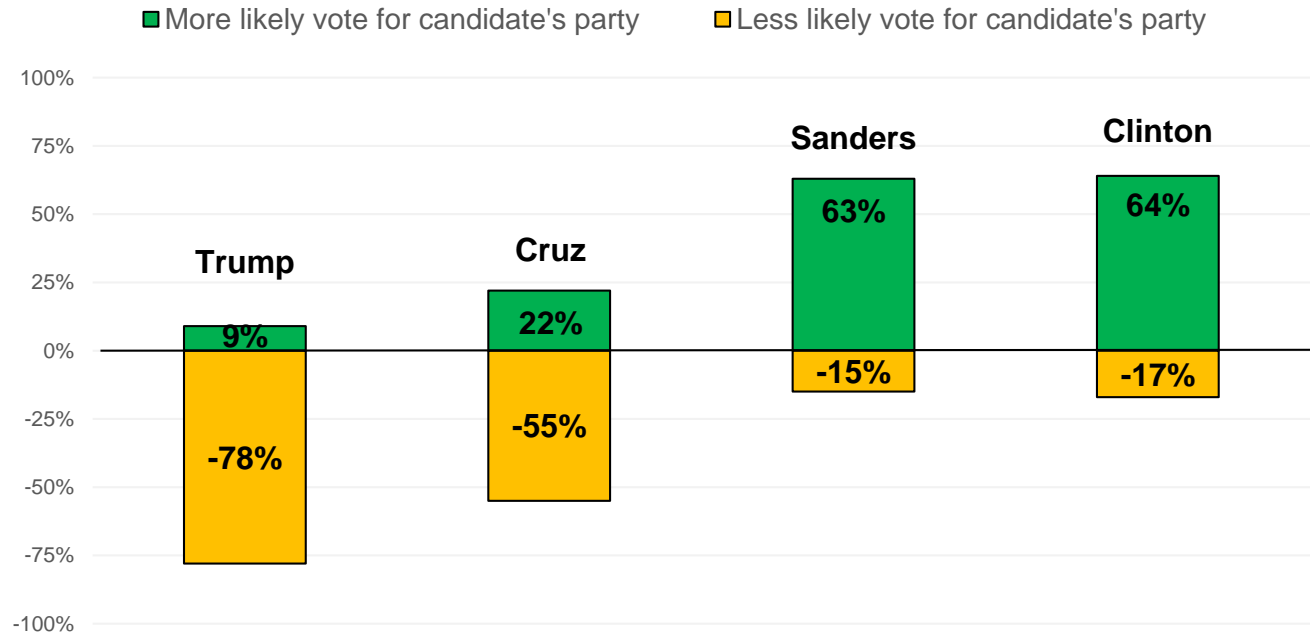
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Candidate Immigration Views Impact Party

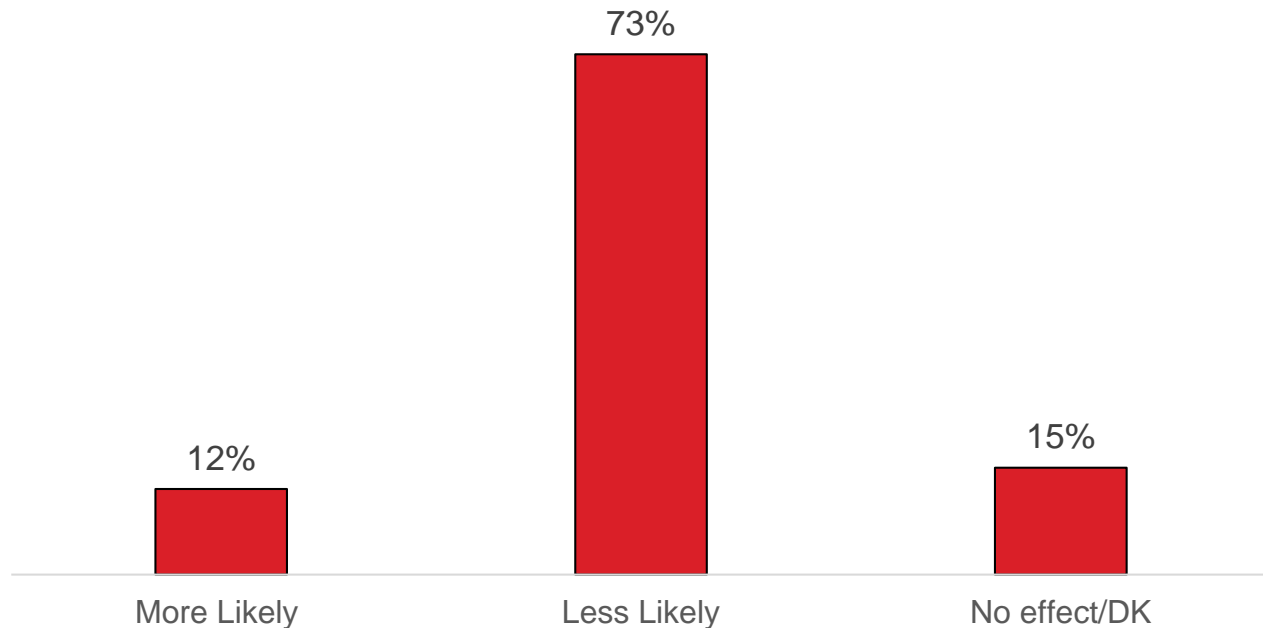
Do [candidate] views on immigrants or immigration make you more-or-less likely to vote for the [candidate party] in November?



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Impact of Presidential Candidates Support / Opposition to DACA on Vote

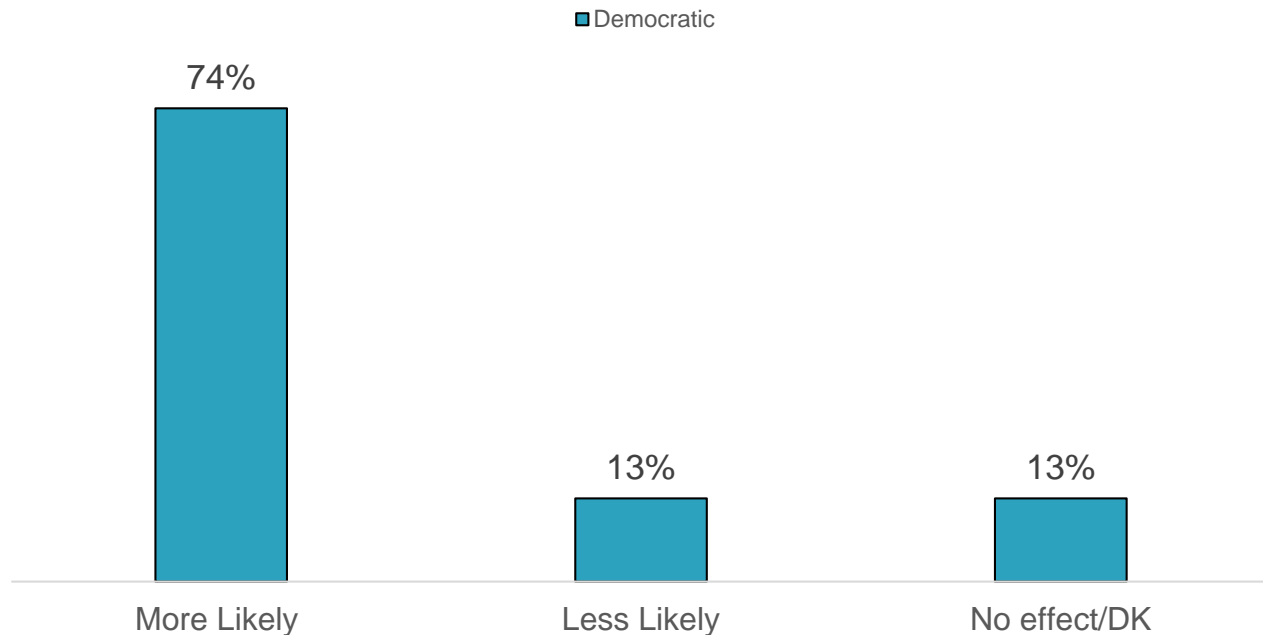
In June 2012 President Obama announced the deferred action for childhood arrivals program (DACA) that provides temporary legal work permits to undocumented immigrant youth, called DREAMers. The Republican presidential candidates want to end this program. Does this make you more-or-less likely to vote for the Republican Party this November?



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Impact of Presidential Candidates Support / Opposition to DACA on Vote

In June 2012 President Obama announced the deferred action for childhood arrivals program (DACA) that provides temporary legal work permits to undocumented immigrant youth, called DREAMers. The Democratic presidential candidates want to continue this program. Does this make you more-or-less likely to vote for the Democratic Party this November?

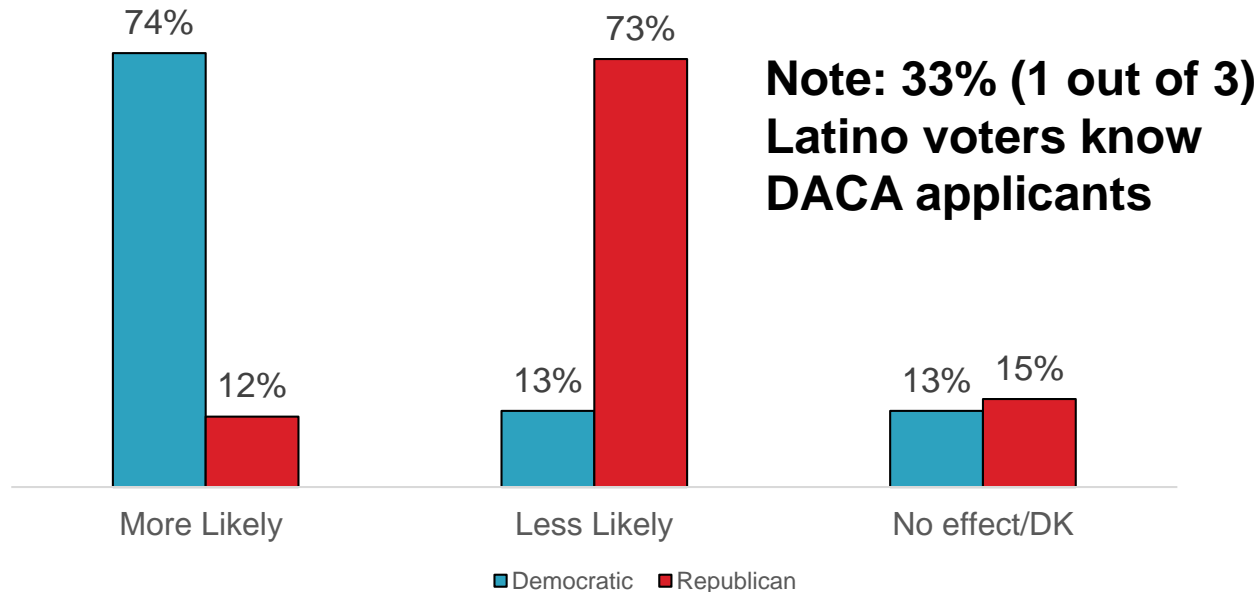


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Impact of Presidential Candidates Support / Opposition to DACA on Vote

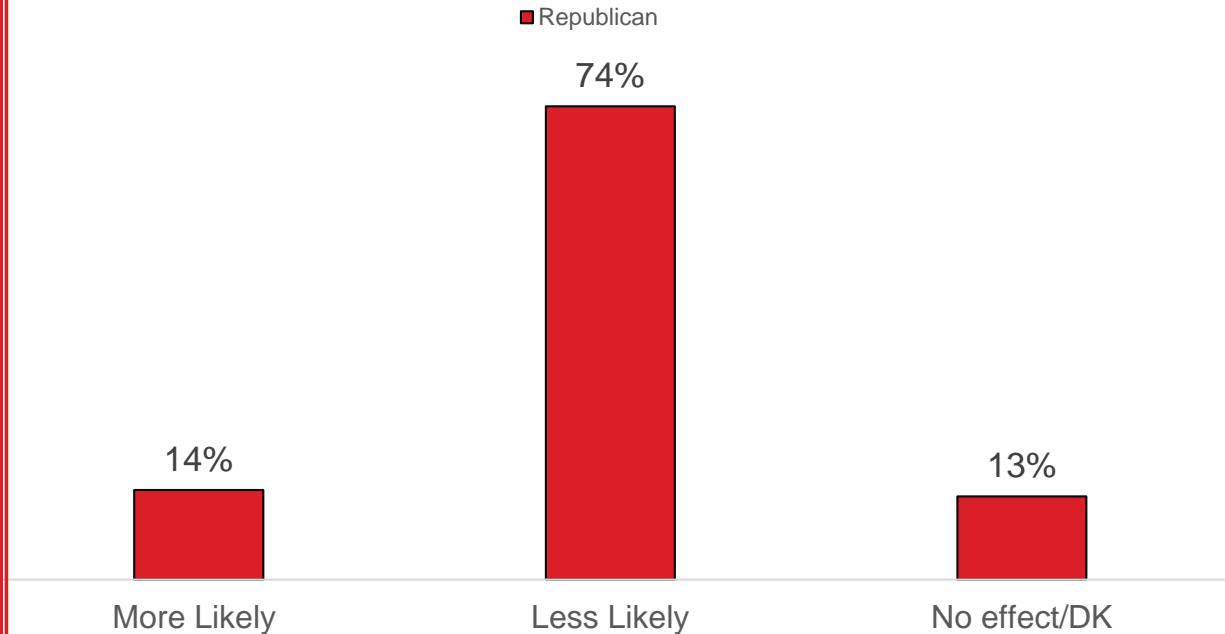
Democratic candidates
want to continue DACA.
Does this make you
more/less likely to vote
for a Democrat in
November?

Republican candidates
want to end DACA.
Does this make you
more/less likely to vote
for a Republican in
November?



Impact of Presidential Candidates Support / Opposition to DAPA on Vote

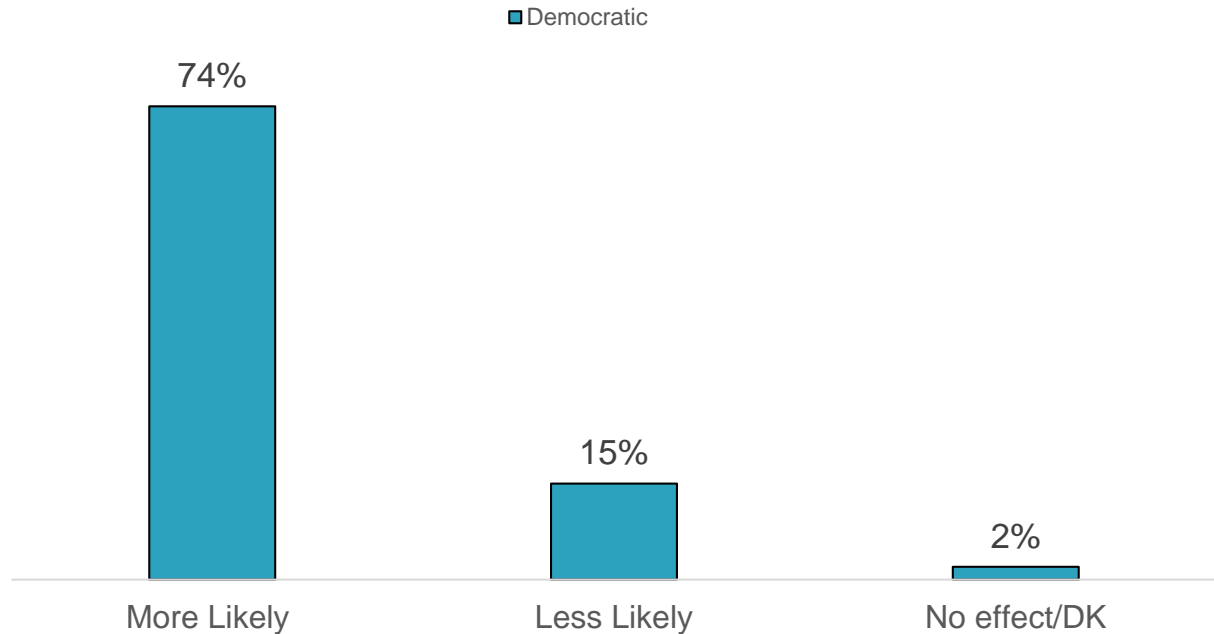
In November of 2014 President Obama took executive action, known as DAPA, to stop the deportation of immigrant parents with American children who have been in the U.S. for five years or more. DAPA would allow these immigrants to apply for temporary work permits. The Republican presidential candidates want to end this program. Does this make you more-or-less likely to vote for the Republican Party this November?



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Impact of Presidential Candidates Support / Opposition to DAPA on Vote

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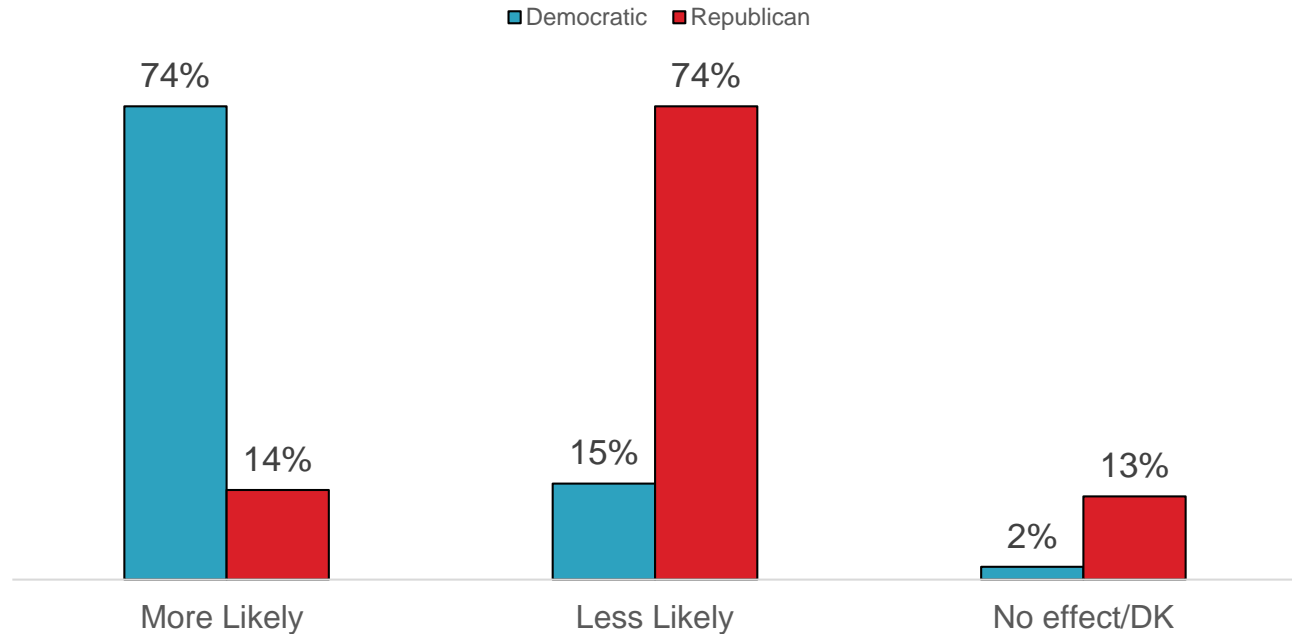


Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Impact of Presidential Candidates Support / Opposition to DAPA on Vote

Democratic candidates want to continue DAPA. Does this make you more/less likely to vote for a Democrat in November?

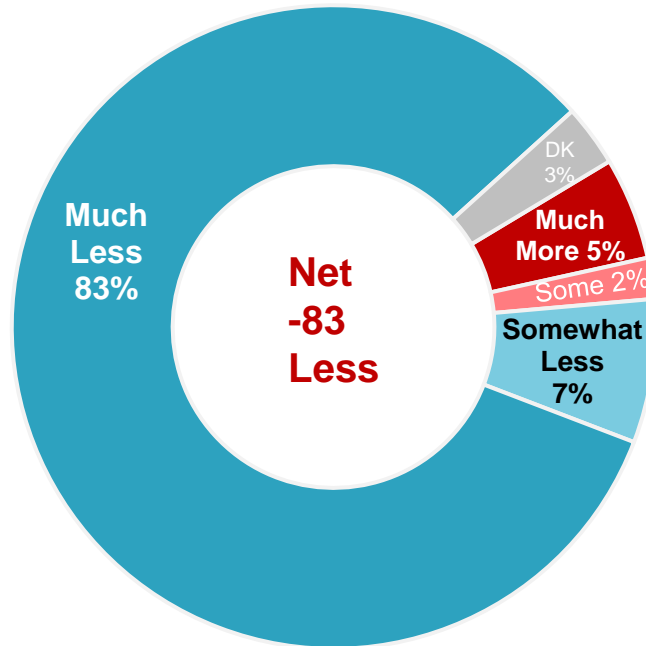
Republican candidates want to end DACA. Does this make you more/less likely to vote for a Republican in November?



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Trump: Deportation forces

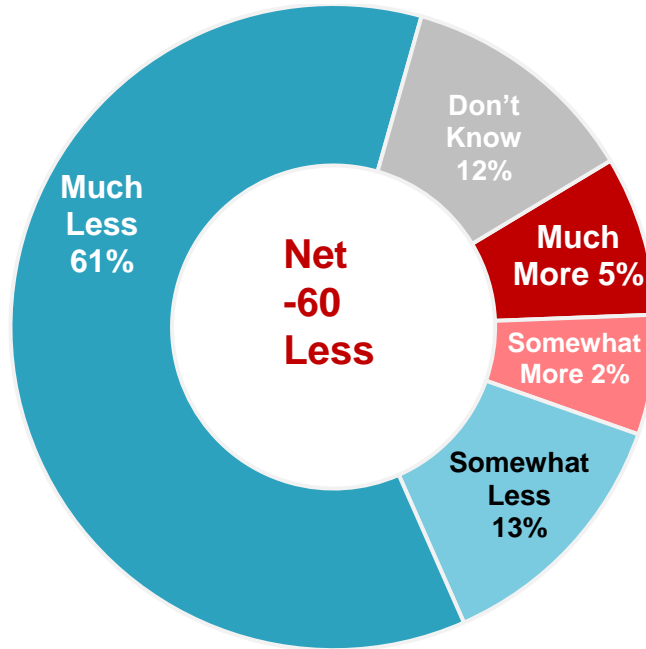
Republican presidential candidate Donald Trump has promised that if he is elected, he will deport every undocumented immigrant through the use of deportation forces. Does this make you more-or-less likely to vote for Trump?



35% of Latino voters know someone deported or detained for immigration reasons

Cruz: Self-Deport

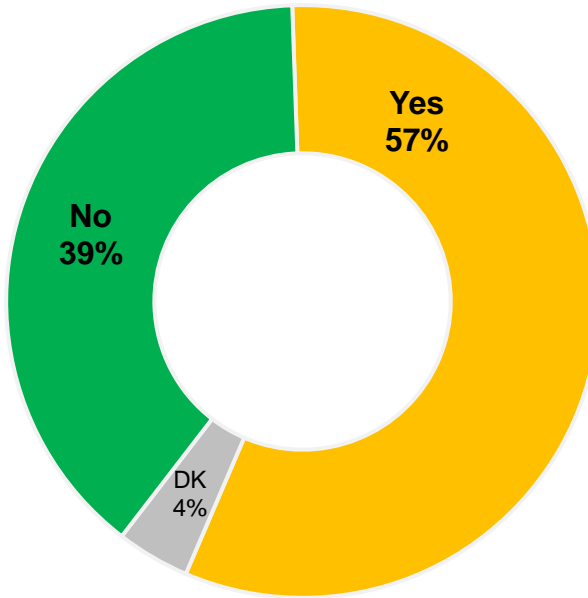
Republican presidential candidate Ted Cruz has promised that if he is elected president he will deport every undocumented immigrant through self-deportation. Does this make you more-or-less likely to vote for Cruz?



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Latino Voter Ties to Undocumented Community

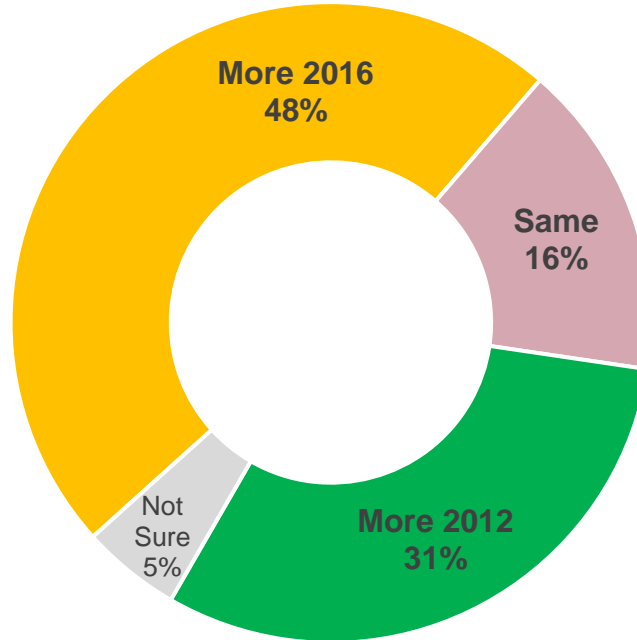
Thinking about all the people in your family, your friends, co-workers, and other people you know, do you know anyone who is an undocumented immigrant?



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Interest and Enthusiasm 2016

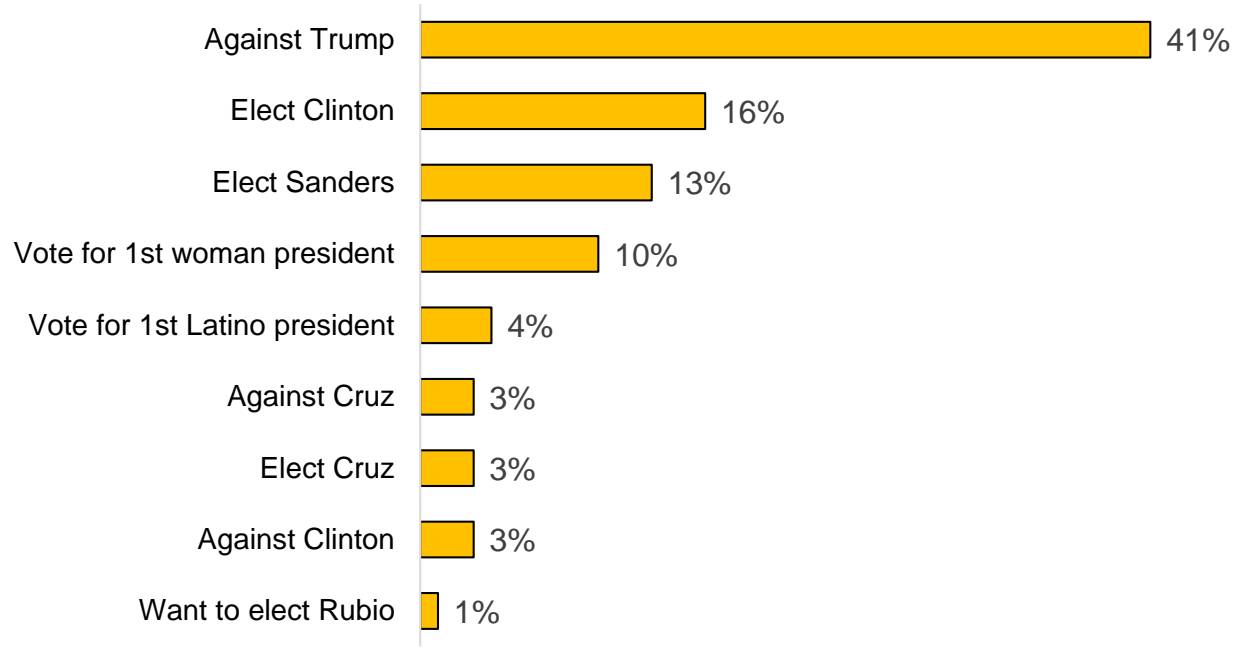
Thinking ahead to the November 2016 presidential election, would you say you are more enthusiastic about voting in 2016, or that you were more enthusiastic about voting back in 2012?



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Reason for Enthusiasm in 2016

What is different about 2016 that makes you more enthusiastic to vote this time?



Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Key Findings

- ❑ See parties heading in opposite directions on immigration, and general disposition towards them as Latinos.
 - ▣ Spike in concern about anti-Latino/immigrant discrimination
 - ▣ Enthusiasm largely driven by interest in stopping Trump.
- ❑ Ties to immigrant community at center of policy differences and political attacks:
 - ▣ More than half know someone undocumented
 - ▣ 1 out of 3 know someone deported/detained
 - ▣ 1 out of 3 also know DACA applicants



TOPLINES AND CROSSTABS POSTED AT LATINODECISIONS.COM